



SIMPLUS

CUSTOMER SUCCESS STORY



mitsubishi
ELECTRIC

Mitsubishi Electric

For more than 30 years, Mitsubishi Electric’s Cooling & Heating Division in the US (Mitsubishi Electric) has advanced climate control systems that enhance customers’ homes and lives. Its systems provide personalized comfort while conserving energy and promoting environmental sustainability. As the third largest manufacturer of cooling and heating systems in the world, Mitsubishi Electric strives to be the number one provider of comfort without compromise.

Headquarters Cypress, CA

Website us.mitsubishielectric.com

Industry Consumer Goods

Simplus Services



Advisory Services



Implementation Services



Custom Configuration



Change Management



Managed Services

Salesforce Clouds



Sales Cloud



Salesforce CPQ



Salesforce Billing



Service Cloud



Pardot



Community Cloud

The Problem

The sales and management teams at Mitsubishi Electric U.S. needed to track all sales activities on a single platform for more accurate forecasting and greater transparency into the sales pipeline. Mitsubishi needed a better way to approve quotes for distributors, verify pricing, and cut the cycle time for customers.

The administrative workload required for managing the training, certifications and accreditations within its partner program presented an added challenge. The company identified numerous areas of inefficiencies in their operations and brought in Simplus to help them execute on a plan to dramatically improve cycle times and productivity.

The Solution

Leveraging the power of Salesforce.com’s CRM, the customized solution allowed Mitsubishi to segment accounts by region, type and size. After optimizing business processes and utilizing Salesforce tools to support these changes, Simplus enabled Mitsubishi’s specific project goals. Specifically, Simplus:

- Created a full 360° view of commercial customers and residential contractors
- Increased visibility in the contractor sales pipeline
- Improved the transparency of the contractor and end-user buyer’s relationship
- Created greater customer segmentation
- Increased the amount of customer data visible to the sales and services teams
- Enabled a scalable approval process for all regions
- Decreased the time for quote approval and order fulfillment through Salesforce CPQ

The Results

“ Speaking for the entire Mitsubishi Electric project team, I can’t imagine how much more challenging it would have been for us without Simplus’ contribution. Simplus understands our Channel Business. It diligently listened to our needs to help us achieve our business and technical objectives.

- **Chris Osment** *Director of Information Technology*

30%

Increase in Opportunities Entered & Approved

1000%

Decrease in Approval Cycle Time

80%

Decrease in Time Manually Managing Certifications